Claims

1.   A content creation apparatus comprising:

a playback means which plays back a multimedia template into which media data can be inserted;

a media data accepting means which accepts a user's instruction relating to selection of media data to be inserted into the multimedia template during playback of the multimedia template by the playback means;

a control means which inserts media data selected through the media data accepting means to the multimedia template and allows the playback means to play back the multimedia template; and

a multimedia content creating means which creates multimedia contents based on the multimedia template and confirmed media data in accordance with confirmation of the media data selected through the media data accepting means.

2.   The content creation apparatus according to claim 1, wherein the playback means stops playback of the multimedia template from time when a user instructs starting selection of media data to time when selection of media data is completed.

3.   The content creation apparatus according to claim 1, further comprising a means which encourages a user to select media data relating to a time period to allow insertion during playback of the multimedia template.

4. The content creation apparatus according to claim 3, wherein the means which encourages selection stops playback of the multimedia template at time to start the time period to allow insertion.

5. The content creation apparatus according to claim 3, wherein the means which encourages selection presents a user that it is a time period to allow accepting selection of media data during the time period to allow insertion.

6. The content creation apparatus according to claim 3, wherein the means which encourages selection displays information about potential media data to be selectable on a screen.

7. The content creation apparatus according to claim 1, wherein the playback means displays an area into which media data is inserted as an image on a multimedia template that is being played back.

8. The content creation apparatus according to claim 7, wherein the media data accepting means accepts insertion of media data into the insertion area in accordance with selection of an image in the insertion area displayed in the insertion area.

9. The content creation apparatus according to claim 1, wherein the control means shifts a position to start playback of media data selected through the media data accepting means from a top of the media data by an amount of elapsed time to

playback the multimedia template from time to start playback of a part to allow insertion of media data to time to accept media data by the media data accepting means.

10. The content creation apparatus according to claim 1, wherein the media data accepting means can accept an instruction to use a moving picture or a still image that is being shot by an image pickup means as media data to be inserted into the multimedia template.

11. A content creation method comprising steps of:

playing back a multimedia template into which media data can be inserted;

accepting an input of a user's instruction relating to selection of media data to be inserted into the multimedia template during playback of the multimedia template;

inserting media data selected by the inputted user's instruction to the multimedia template and playing back the multimedia template; and

creating multimedia contents based on the multimedia template and confirmed media data in accordance with confirmation of the media data selected by the inputted user's instruction.

12. A program which creates multimedia contents, the program allowing a computer to implement processes of:

playing back a multimedia template into which media data can be inserted;

accepting an input of a user's instruction relating to selection of media data to be inserted into the multimedia template during playback of the multimedia template;

inserting media data selected by the inputted user's instruction to the multimedia template and playing back the multimedia template; and

creating moving picture contents based on the multimedia template and confirmed media data in accordance with confirmation of the media data selected by the inputted user's instruction.